

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Alan:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	<u>1</u>	12300-11226	<u>1</u> (12M)	12300-11212
Light Box	<u>2</u>	12300-11926	<u>1</u> (6M)	12300-11906
Ult Lt Box	<u>1</u>	12300-70326	<u>1</u> (6M)	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,928.99

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51845 9588

-2-

B1G1F
KEYSTONE TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO
RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

MARCAMB2.DOC

51845 9589

WORKPLAN VAP TEMPLATE LISTING

BPPN5582

WHOLESALER : 332520 KEYSTONE TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 800115 80300 MIN WAR B2G1F
 TEMPLATE SEQ : 0038
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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162204	162226	763325	ANGLE MARKET #1	254 CHENANGO ST	BINGHAMTON	NY	13901	1				(607) 722-7582
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	2				(607) 785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	2		0353-0100		(607) 754-8031
162204	162226	746235	PARTOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	2				(607) 722-4643
162204	162226	762326	WEST SIDE MINI MART	56 MAIN ST	BINGHAMTON	NY	13905	1	NYS			(607) 772-8079
162204	162226	771103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	3	NYS			(607) 724-4557
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	5	NYS	0353-0100		(607) 722-9334
162605		058682	SWEENEY'S MARKET	6518 STATE RT 434	APALACHIN	NY	13732	1	NYS			(607) 625-3341

PAGE BREAK TOTAL ACCOUNTS

8

TOTAL QUANTITY

17

TEMPLATE TOTAL ACCOUNTS

8

TOTAL QUANTITY

17

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

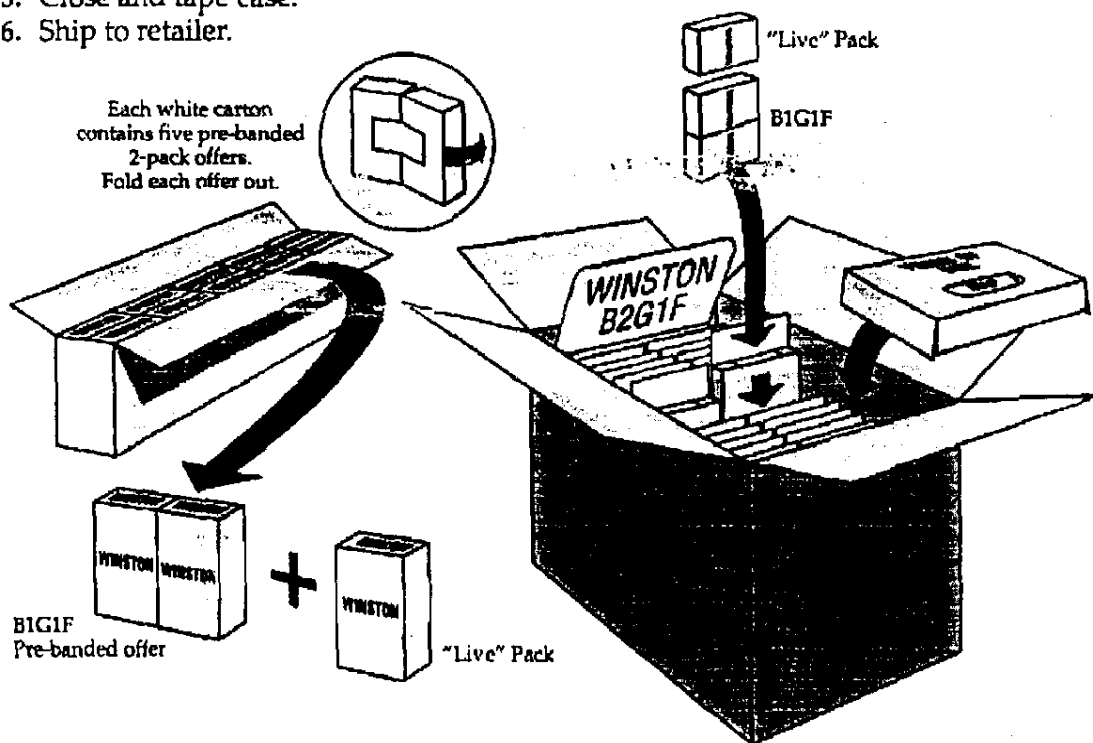
1ST QTR.'98

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	UL LT BOX			
Number of Cartons	2	1	1			

51845 9591

FREE pack with 2-pack purchase

Smoke this
FREE pack

with 2-pack
purchase.

FREE
pack
with
2-pack
purchase.



FREE
pack
with
2-pack
purchase.



LIGHTS
BOX

LIGHTS
BOX

FREE
pack
with
2-pack
purchase.



FREE
pack
with
2-pack
purchase.



FILTERS
BOX

ULTRA LIGHTS
BOX

WINSTON
Winston

WINSTON
Winston

100% TOBACCO • NO ADDITIVES

Winston

- Kick off March with this offer:
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,
Lights and Ultra Lights Box Styles.
- Dramatic counter display
and poster.
- Another No Bull 5 way to
build traffic.

51845 9592

